

*It's easy
to live in*
FLORIDA
*on any
Budget*

FLORIDA STATE LIBRARY

F917.593
H7

*The Golden
Sunset of Life*

STATE HOTEL COMMISSION
TALLAHASSEE...FLORIDA

Land of SUNSHINE and FLOWERS



SPESSARD L. HOLLAND
GOVERNOR
RALPH DAVIS
EXECUTIVE SECRETARY

STATE OF FLORIDA
EXECUTIVE DEPARTMENT
TALLAHASSEE

June 10, 1941.

Mr. Hunter G. Johnson,
State Hotel Commissioner,
Tallahassee, Florida.

Dear Mr. Johnson:

The booklet, "It is easy to live in Florida - not only to the people of the United States but to all the world. Permit me to say that I heartily approve of your efforts to present it in such form as to make it attractive to all under whose eyes it may fall.

For some unaccountable reason, the impression seems to be implanted in the minds of too many that the joys of life in Florida can be realized only by the rich or, at least, by the well-to-do. That is far from the truth. One may live just as frugally or just as expensively here as anywhere on earth, and in addition, enjoy our matchless climate, which makes it possible to live out of doors and get the full benefit of sun and air, summer and winter; our fruits and flowers, and the recreations which go far toward maintaining good health.

I appreciate your aim to put this booklet in the hands of thousands of men and women who have done their life's work well and who are retiring from active duty with incomes sufficient to enable them to live in Florida through the sunset of their life free from cares imposed by more rigorous climates. This is something which should have been done years ago, and I want to compliment you upon the step you are taking. It IS easy to live in Florida on any budget.

With cordial greetings, I remain,

Yours faithfully,

SLH:red

Spessard L. Holland
Governor.

SPESSARD L. HOLLAND
Governor of Florida

(Full length at left)

RALPH DAVIS
Executive Secretary
to the Governor

(At lower right)



DEDICATION

By *Hunter G. Johnson*, State Hotel Commissioner

SCATTERED throughout the United States in every walk of life are tens of thousands of men and women—on the farms, in the shops and mills, in the offices, among the professions—farmers, workers in every capacity, doctors, lawyers, merchants, who have done their work well and are about to retire from active duty. To them this booklet is dedicated.

No other state in the United States and perhaps no other place in the world affords such opportunities for enjoyment by either young or old, but especially by those who are looking into the Golden Sunset of life as symbolized on the cover of this little brochure.

Florida is rich in natural resources—her timber, her naval stores, her phosphate mines, her vast acreage of citrus growing lands and her vaster acreage of general purpose farming land. Both in summer and in winter, Florida is unsurpassed for comfort, without extremes of heat or cold, where sunstrokes or heat prostrations have never been known, where because of the ever-present breezes from the Atlantic or the Gulf of Mexico the sun's rays are tempered and the humidity rendered innocuous, and where there is almost utter absence of mosquitoes, house flies and other insect pests when ordinary precautions in the way of cleanliness are taken.

Many otherwise intelligent people seem to believe that Florida, so pleasantly warm in winter, can be nothing but a raging furnace in summer. That would be true but for two mitigating agencies:

First, the ocean breezes. The narrow peninsula is skirted on either side by vast bodies of water, where the rush of the Gulf Stream and the ever-blowing trade winds create a constant gentle aerial commotion which fans the entire region, from the Atlantic during the day and from the Gulf during the night.

The second mitigating agency is the immense evaporation from the thousands of inland lakes. This evaporation wafted by the constant air currents, breathes a most agreeable atmosphere providing copious showers, cool nights and refreshing sleep.

The accessibility of Florida to practically 75 per cent of the total population of the country is a factor to be taken into consideration when discussing the state as a place of residence or a place



HUNTER G. JOHNSON
State Hotel Commissioner

in which to spend a vacation. It is but a few hours distant by air, by rail or by splendid highways or, for those living on the Atlantic Seaboard, by palatial steamship. The state itself is gridironed by approximately ten thousand miles of hard surfaced roads making it easy to get about either by automobile or by bus. Railroad trains for those who prefer that mode of travel are frequent, modern in construction and equipment.

Florida is noted for its palatial hotels and its sumptuous eating places but it also abounds in modest caravansaries and in places in which to eat as frugally as one may desire. One may live just as expensively or just as cheaply in Florida as elsewhere on earth. Hotel accommodations may be found to fit every budget.

What is true of hotels is true of apartment houses. As for motor courts, some of the finest in the country may be found in Florida.

Florida has many restaurants which cater to gourmets at prices to cover the service, but it also has many times more restaurants which cater to the general public at prices to fit the purses of patrons.

To those about to retire from active life and who are seeking a place in which they may build homes according to their means so that they may spend their declining years in comfort and free from the discomforts of more rigorous climates, we issue a cordial invitation. They will find it easy to live in Florida on any budget.



**Solid
Comfort**

THE Sunset of Life—the declining years following retirement from activity, should be the pleasantest years in the lives of all men and women who have spent the greater portion of their allotted time on earth to the establishment of homes, the bringing up of children and the doing of the work in that station of life to which God has called them, in a manner which has reflected honor upon themselves.

Enjoying the Sun



Florida a PARADISE for RETIREMENT

From time immemorial it has been the desire of men and women to find a place in which to "grow old gracefully." Hundreds of thousands of men and women have found in Florida the ideal spot in which to realize their dreams.

Ponce de Leon may not have found the fountain of perpetual youth in Florida but he did find a land in which the span of life may be greatly lengthened as is attested by the thousands of oldsters of both sexes who, in spite of what the calendar shows, are enjoying the good health which prolongs life and intensifies the enjoyment of life's pleasures.

Rapidly increasing numbers of men and women throughout the United States as well as throughout the world are discovering that Florida is much more than a mere vacation land.



You, Too, Could Relax in Florida



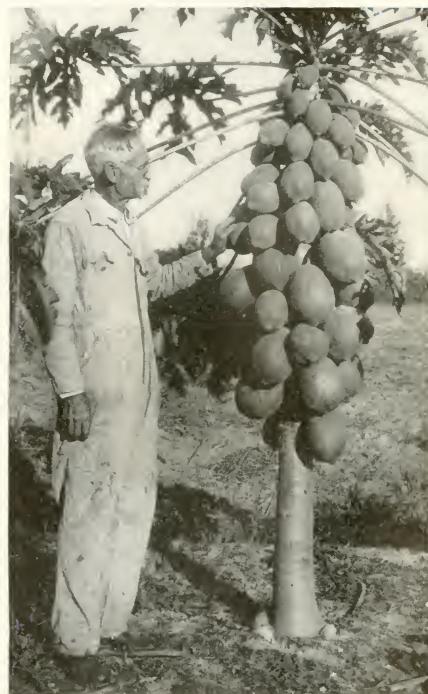
Avenue of
Royal Palms

"The Life of
Riley"





Tax Exempt Homes
in Florida



Raising His Own Papayas

Florida, Land of **ABUNDANT HEALTH**

They are learning that while it is an ideal place in which to visit at any time of year it also is an ideal place in which to make a permanent home. Mild winter climate reduces living costs through great saving on heating of homes, winter clothing, and other necessities of life. Doctor's bills are almost nil.

Living conditions are easier than almost anywhere else on earth. Thanks to liberal laws governing taxation homesteads are free of taxation up to an assessed valuation of \$5,000. Income taxes are not levied by the state under constitutional provisions.

As has been set forth in other sections of this booklet the climate of Florida is one of

Out in the Life-Giving Sunshine



Typical Flower-Lined Florida Walkway

its chief assets both in winter and in summer. Though the state lies close to the Tropic of Cancer and has more sunshine than any other place in the country, the sun's rays are tempered by the ever-blowing trade and counter-trade winds. The days are pleasantly cool and the nights afford refreshing sleep, a factor in the maintenance of that abundant health which adds to the joy of living.

Florida is an ideal place in which those who have retired from the activities of the workaday world may grow old gracefully and enjoy the sunset of life to the fullest.



Bowling on
the Green



All-Year Round Open-Air Swimming

In almost every community may be found courts for tennis, shuffleboard, horseshoe pitching and quoits, as well as greens for lawn bowling and golf courses which are supported by municipalities for which no playing fees are exacted.

Baseball leads as a summer sport in Florida as elsewhere throughout the United States. Florida is the training ground for most of

Sports and **RECREATION** *for any age*

the teams of the National, American, International and other big leagues and their practice games through the months of March and April of each year furnish ample opportunity to enjoy good baseball. During the following summer months the sport is furnished by well organized state and interstate leagues which keep the fans on their toes during the season.

Football is not overlooked during the fall months. The several institutions of higher learning maintain teams which play in intercollegiate contests and every high school in the state has its first and second string teams.



Shuffleboard, a
Most Popular Pastime



One of Florida's
Many Yacht
Basins



Out-Door Picnicking
Any Month in the Year

Softball has become a favorite sport throughout Florida, for the younger businessmen and there is hardly a community in the state which hasn't a team in some regional league.

But the list of sports in Florida, as given herein, doesn't begin to exhaust the pastimes which may be enjoyed by the sport-loving people of the state whether resident or visitors. Horse racing at its best may be enjoyed during the winter months at the palatially appointed tracks. Greyhound racing is a popular sport for which millions of dollars have been invested in tracks, grandstands, club houses and other paraphernalia, in many cities throughout the state.

Then there is boating—rowing, sailing and motorboating—on the myriad of large fresh water lakes which dot the Florida landscape.



**Hundreds of
Golf Courses
in Florida**



Those lakes also furnish ample opportunity for bathing. At the seashore the beaches, the longest, the widest to be found anywhere, not only the surf bathing is to be enjoyed but the countless sports which go with it.

Horse-back riding is another favorite sport in Florida which has many miles of bridle paths in the parks to say nothing of hundreds of miles of country roads through delightful scenery.

But the sport which is indulged in by far the greatest number of dwellers in Florida is traveling by automobile over the thousands of miles of paved highway through a constantly changing panorama of beauty as the motorist rides from point of interest to point of interest the length and breadth of the state.

Life is enjoyable in Florida for young and old at all seasons.

Real Enjoyment

One of
Our Many
Fine Beaches



For Lovers of FIELD and STREAM

PRACTICALLY every sport or pastime known to civilized man, can be found in Florida and practically all may be enjoyed at any time of the year. Of all the sports hunting and fishing are undoubtedly the most popular in that they are enjoyed by the greatest number of devotees and at the lowest cost.



Black Bass Swarm
in Florida's Lakes



Ducks are
Flying



Surf Fishing

conservation laws that they are becoming more plentiful each year.

The thousands of inland lakes of the state afford practically unlimited opportunity for fresh water fishing. Those wishing to indulge in salt water fishing will have ample opportunity along the more than 1500 miles of seacoast. Surf fishing or fishing from the banks of the inland waterways costs nothing but time and a small amount for tackle and bait.

In order to conserve game and fish open seasons alternate with closed seasons. Deer are plentiful in many very accessible sections of the state.

Game birds, quail, doves, plover, turkey, ducks, geese and other birds valued for their eating qualities are so well protected by the

It Isn't a Minnow!



Big Game is Plentiful in Florida





Florida has 1,734 licensed hotels with 89,429 guest rooms, according to the records in the offices of the State Hotel Commission, ranging in capacity from 20 to 550 rooms, equipped with the latest in the way of furniture and appliances, affording the best in the matter of accommodations to the hundreds of thousands of guests to which they cater, at rates which will fit any budget. They rank among the finest in the world, from the standpoint of architecture, as the illustration herewith shows.



In the matter of apartment houses, Florida is surpassed, in point of numbers, by but one other state of the American Union, though in point of architecture, furnishings and conveniences afforded, Florida apartment houses lead the world as attested by the accompanying illustration.



Buses go to Sea
in Florida

TRANSP

By Streamlined Train—

To JACKSONVILLE

FROM	Hours	One-Way
		Fare
St. Louis....	22	\$14.95
Chicago.....	23½	18.05
New York....	18	16.90
Boston.....	24	*22.40
Washington..	13½	12.40
Atlanta.....	9	5.20

*Fare quoted via

By Airplane—

St. Louis....	6¼	\$47.80
Chicago.....	7	52.50
New York....	6	51.50
Boston.....	8	63.45
Washington..	4¼	39.30
Atlanta.....	1¾	17.00

By Motor Bus—

St. Louis....	34½	\$11.55
Chicago.....	32	13.80
New York....	30	11.75
Boston.....	38	14.50
Washington .	21	9.25
Atlanta.....	9	4.65

By Steamship—

Boston.....	84	\$46.00
New York....	54	27.00

All SS prices include



Streamlined
Comfort

PORTATION

By Streamlined Train—

To MIAMI		To TAMPA	
Hours	One-Way Fare	Hours	One-Way Fare
28	\$20.15	29	\$17.20
29½	23.25	30	20.30
24	22.40	24	20.10
32	*27.90	29	*25.60
20	17.90	20	15.60
15½	10.40	12	7.55

Hell Gate Bridge

By Airplane—

8½	\$68.05	8	\$58.80
9¼	72.75	8¾	63.50
8¼	71.75	7¾	62.50
10¼	83.70	9¾	74.45
6½	59.55	6	60.30
4	37.25	3	26.30

By Motor Bus—

44½	\$15.70	36	\$13.80
39	17.95	38	16.34
39	15.90	37	14.30
48	18.65	46	17.05
30¾	13.40	28	11.80
19	8.45	14	6.65

By Steamship—

110	\$57.50
60	42.00

meals and berths



Luxurious Steamers
Ply Florida's Coastal
Waters



Ten Thousand Miles
of Splendid Paved
Highways in Florida



MILEAGE BY PASSENGER AUTOMOBILE

FROM ▼	To JACKSONVILLE	To TAMPA	To MIAMI
St. Louis.....	921	1076	1281
Chicago.....	1045	1203	1405
New York.....	1001	1205	1361
Boston.....	1220	1424	1580
Washington...	763	1019	1117
Atlanta.....	324	482	684

Florida is Connected by Air
with all Points of the Compass

"THE LAND OF SUNSHINE"

